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COIMBATORE, September 12, 2011

## Aloft expanding globally

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Brian McGuinness (second right), Senior Vice President-Speciality Select Brands, Starwood Hotels & Resorts Worldwide, with Udday Kumar Krishnan (left), Managing Director of Auromatrix Hotels, Vivek Bhalla (second left), Director-Operations, Starwood Hotels and Saurabh Mathur (right), General Manager, Aloft, Coimbatore, celebrate the opening of the 50th Aloft hotel in the city on Sunday. Photo: K. Ananthan The Hindu


Starwood Hotels and Resorts now has over 50 Aloft properties globally and is expanding the brand's presence in different countries.

Brian McGuinness, senior vice president, Speciality Select Brands, Starwood Hotels and Resorts Worldwide, told presspersons here on Sunday that Aloft was one of the speciality brands of Starwood and within four years of launch of the brand, it had seen tremendous growth.

Aloft New York Brooklyn, Aloft Zhengzhou Shangjie, Aloft Haiyang in China and Aloft Coimbatore Singanallur in India were the four properties that took the total number of Aloft hotels to more than 50. Starwood would have 70 Aloft hotels globally by 2013.

“Aloft has become a kind of living-social brand, not just a lodging option. Aloft is a place guests come to connect with design, technology and each other,” he said. The hotel offered a “breakthrough policy” of no blackout dates on free night awards. Aloft hotels has good band connectivity, and plug-and-play docking stations. The Coimbatore hotel has 167 rooms, meeting space, and fitness centre.

Keywords: [Starwood Hotels and Resorts](#)

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